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TABLE OF CONTENTS



12
Top Producer/
Cover
Story: Andy
Mazzolini




18
Rising
Star:
Cameron
Winegar



24
Sponsor
Spotlight:
Infinity
Mortgage



28
Spotlight
REALTOR®:
Denise
Stout



32
Letter
from the
President



34
Business
Spotlight:
Tyler
Stansell



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Andy MAZZOLINI

▶ top producer/
cover story

Story by Lindsey Wells
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▶ THE SKY IS THE LIMIT

Upon waking each morning with the West Texas sun, Andrew Mazzolini begins and continues his day with one motto: Reflect, Plan, and Execute. “I reflect on the day that will be ahead of me and plan out what I need to do in order to hit my daily goals that will hit the monthly goals that will net me what I want at the end of the year. I then execute that plan. I don’t believe in balance; it’s all integration of your priorities.”

Before real estate, Andy graduated from college with a degree in Wind Energy and eventually realized he didn’t like that field of work. He then got a job locating utilities, followed by a stint working in parts for a construction company before switching to real estate full time in 2016. “I love the metrics in real estate. I love that no matter what is going on in this market, you can always predict probabilities happening. My poker background taught me that there is a statistic for everything, so stick with it because it will even out. Hard work DOES pay off. Smarter work is even more important.”

Believe it or not, Andy despised studying math in school. He’d ask, “How will I ever apply this in the real world?”

•••



“

I'm either all in or all out on something.

If I'm passionate about something, LOOK OUT”



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Now, he wishes he would have paid more attention, especially to the statistics aspect. “I now understand how many people I need to talk to in one day to hit my yearly goal,” he said. Andy also gravitates towards numbers because it proves that he is building something by working hard instead of being lucky. “The grind is challenging, but I always look at the beauty in the process and not the outcome. With that mindset, you will enjoy what you do.”

As owner and Team Leader of the Next Level Group at Keller Williams Realty, Andy considers himself to be a tad bit “extra” in the best way possible—not just with his personality, but in the way he treats his clients. “I’m either all in or all out on something. If I’m passionate about something, look out,” he said. “I love experiences, and since I’ve been told I am always ‘extra,’ that’s where my Next Level company name comes from. Limos for luxury clients when we go view properties, custom closing gifts/experiences, and we give tons of date nights out paid by my team! I love dishing out great experiences!”

When asked how he defined the word “success” as it pertains to him and his life, Andy’s response was full of depth and insight. He said, “When I think of success, I think of what that looks like when I’m on my last chapter of the journey on this earth. I have a clock that tells me that I currently have an expectancy to be alive for 876 months, 18 hours, and 23 seconds longer as I am typing this. So, when I measure this in success, I want to see that clock and be able to ask myself if I lived my life by design, and I want that answer to be ‘Yes.’ I spent some time in a nursing home, and the thing I took away was all the regret I could see burning in their eyes when I would talk to them. They all said the same thing: ‘Do not waste your time on anything you don’t want to do.’ It hit me differently and made me appreciate what I do have the chance to do.”

Outside of business, Andy is an avid sports fan. He loves all New England sports (Yes, he is still a Tom Brady fan) because he was born in New Hampshire, and his grandfather pitched for the Sox. Other than that, Andy is quite a workaholic.

“I love to lead-generate, as sick as that sounds. In fact, my vacations are planned around my dial time. I will wake up early on the west coast to be able to start hammering the auto dialer to get my appointment set in to keep the production going. I feel dirty if I am off the phones for a few days in a row. It has been ingrained in my routine that it’s just a part of me now.”

Andy hopes to be remembered as a trailblazer in the industry for agents to understand that real estate is not just a sales job and that they must leverage the power of technology. “It’s 2021; everyone has the information they need to make a decision now with the internet and resources. It is our job to be their guide and avoid problems and give them great experiences while netting their clients the most amount possible.”

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Next Level Group with Keller Williams Realty
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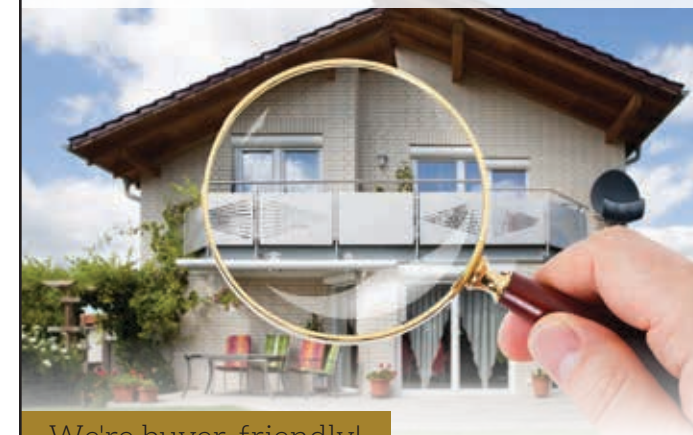
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PREDICATING SUCCESS ON HIS CLIENTS’ OVERALL EXPERIENCE

When did you start your career in real estate?

My wife and I have been investing in real estate since 2016. I became a licensed real estate agent in January of 2020.

What did you do before you became a REALTOR®?

I worked as a psychology instructor for South Plains College. I was working towards becoming a tenured professor when I fell into real estate.

What are you passionate about right now in your business?

I love the people I work with and the opportunities that develop through working with others.

What has been the most rewarding part of your business?

The most rewarding part has been when clients express their satisfaction with the transaction process and their new home.

What was your biggest challenge as a REALTOR®?

Getting licensed right when COVID hit! Ha! The pandemic made it difficult to gain any traction until last summer. It was really frustrating. I didn’t actually have my first sale until June!

How does real estate fit into your dreams and goals?

It directly aligns with what my wife and I have set out to

achieve. We are entrepreneurial-minded and find satisfaction in creating and running businesses. Ultimately, we hope to use these businesses as a catalyst for making positive impactful differences in the lives of others.

What’s your favorite part of being a REALTOR®?

Helping others achieve their goals is awesome! I also love the opportunity that’s available for someone who wants to work hard.

Define success. Tell us about your family.

As a REALTOR®, I would say that success is predicated on my client’s overall experience. When my clients think highly enough of me that they either write a positive review or refer their friends and family I view that as success!

How many years have you been a REALTOR®?

I’m coming up on one and a half years.

What is your career volume as a REALTOR®?

Around 4.3 million is my career volume thus far.

•••





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...

What was your total volume last year?
3.25 million was roughly what I did in total volume last year. In 2020/last year, I was one of the top 10 REALTORS® at my brokerage. I received the Rookie of the Year award and was inducted into our brokerage's 3 Million Dollar Club.

Favorite books?
I really enjoy theological/philosophical books. One that I really enjoyed reading recently is, "The Lost World Of Genesis One" by John Walton. Some of my favorite business-related books are Traction, Never Split The Difference, The Brain Audit, The Ultimate Sales Machine, How to Win Friends and Influence People, Getting Things Done, and Selling the Invisible!

Are there any charities or organizations you support?
The Heights Fellowship, Breaking Chains Honduras, and South Plains Food Bank

What are your hobbies and interests outside of the business?
I love music and cars. I worked as a guitar instructor during my undergrad. I also used to race stock cars at the local dirt track.

How are you different?
I don't see myself as a sales representative. I got my license

with the intent to use it for investment purposes and to become more proficient in my understanding of real estate. I ended up falling in love with the customer service and sales side of it. I would categorize myself as more of a problem solver than a salesperson.

What do you want to be remembered for?
Someone that loves Jesus and works to authentically walk with Him.

Given your status and expertise, what is some advice you would give the up-and-coming REAL Producer?
Help others reach their goals. You'll never have to worry about reaching your goals if you genuinely put others ahead of yourself.

In closing, is there anything else you would like to communicate using this Lubbock REAL Producer Platform?
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▶▶ sponsor spotlight | Story by Lindsey Wells

As any professional in the real estate world can attest to, there are many moving parts in a transaction. Perhaps one of the most significant factors is that of the mortgage lender. Founded in 2016, Infinity Mortgage is a full-service mortgage company offering a complete range of lending options to meet the needs of every buyer. They understand the importance of customer care and deliver on each and every promise. In 2019, the American Bank of Commerce (ABC Bank) acquired Infinity Mortgage, giving both companies and their clients the extra support needed to provide the best of both worlds.

Two Infinity Mortgage Loan Originators, Jennifer Harmonson and Jana Longbotham bring a combined 35+ years of mortgage experience to the table.

For Jana, she started with a BBA degree from Texas Tech University in Real Estate Finance and has had her Certified Mortgage Planning Specialist certification since 2011. Jana said she always loved her college classes associated with real estate law and financing. Jana has been involved in many other aspects of the business as well, including investor selection and agreements, underwriting, closing, processing, and shipping. "I have always been intrigued by homes and the impact they have on families and communities," she said. "My first job out of college was as a REALTOR® (that was BACK in the day). My best trait is as an analytic, so I like to figure out how to make a deal work." Jana has now been in the mortgage industry for over 25 years.

Jana's family all lives close-by in Lubbock, including her husband, Charlie, a longtime Lubbock resident who has his own accounting firm; her mother, who lives at Raider Ranch; her son, Josh Sanders and his wife Kay, who are

expecting their first child; and her brother Greg Davis, sister-in-law, Sherri, their sons, Michael and Stephen, and their wives. Jana is passionate about animals and has three rescue pups. She also loves interior and landscape design and gardening.

For Jennifer, with nine years under her belt in the mortgage industry, she operates her business by The Golden Rule: "Treating people the way I would want to be treated." As a New Home Leopard from West Texas, Jennifer stumbled into the mortgage world and has never looked back. Outside of the business, Jennifer has been married to her husband for 34 years. They have a 32-year-old daughter and an 8-year-old grandson. Jennifer loves boating, reading, and hanging out with family.

Infinity Mortgage was built on service to its clients and service to its team. They adopted an innovative process of underwriting loans upfront, allowing the company to close loans quickly. This creates an extra measure of value to their borrowers and referral partners that sets them apart in the industry. "Our strength lies in our communication, our relationships, and our execution," they said.

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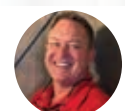
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Denise Stout

She's a little quirky, a little silly, a little goofy, and lots of fun! Given the past year we've all had to endure, don't we need more individuals like Denise Stout? When people reflect on Denise, they can't help but think of her laughter—and her attempts at making others laugh. If Denise can bring just an ounce of joy to someone's day, she feels she has succeeded.

Denise started her real estate career in August of 1996 at the age of 23. Looking back, she thinks she may have been crazy to take on the challenge of learning a brand new industry while also starting a family (she had a 3-month-old baby girl at the time). Not to mention, she was not from Lubbock and had only been here a couple of years when she started selling, so she quite literally started from scratch. "Cold-calling and door-knocking were how I spent most of my time. I was young—and looked even younger—so many people did not take me seriously. I was persistent, though, and kept working on those contacts. It paid off, and each year my business grew." Those early years only made

66

Be kind, show grace, and leave a smile on their face!

her stronger and enabled her to juggle her personal and work responsibilities like a pro. "And all these years later, I still love it," she said.

As an agent with WestMark, REALTORS®, what is Denise passionate about? "The market is so crazy busy right now that I'm really just passionate about getting some sleep," she said, laughing. "But, seriously, I'm passionate about helping the little guys, the first-time homebuyers who have worked so hard to finally qualify to buy a home. With this crazy seller's market and multiple offers, they seem to have the hardest time getting their offers accepted. They may have worked hard to save just enough money to get into a home but can't compete with other buyers who can throw more money into their offers. So, when I represent one of these buyers, I am working extra hard to get them into a home. It is so rewarding to see the look on their faces when you tell them they got the house. It is priceless!"

Hands down, Denise's favorite part of being a REALTOR® is the people she meets. "Somehow, I am blessed with the BEST clients who usually become good friends," she said. "We make house-hunting fun and have lots of laughs. I love the connections I have been able to make."

If you'd asked Denise years ago what her life's dream was, her answer would simply be that she longed to be a mother. "We would take those aptitude tests in high school that were supposed to tell you what kind of career you should be in. None of those sounded like something I wanted to be when I grew up. I would just say, 'I want to be a mom.' And here I am, with two absolutely wonderful daughters (and now a fantastic son-in-law) that I am so proud of," Denise said. "Real estate has allowed me to have

a fun, challenging, and rewarding career while still having the flexibility to be with my kids at all their events while growing up. I never wanted to miss a school party, riding lesson, tennis match, band concert, etc., and my career allowed me to be there."

Denise married her husband, Ken, 28 years ago, a decision she considers to be the best she's ever made. They have two daughters, Paige and Haley, that

they cherish more than anything. "They are the best. No, really! Such great girls that I am super proud of. I also gained an awesome son, Tanner, who married Paige about three years ago."

Denise was Texas-born but raised in New Mexico and came back to Texas as soon as she could. She was blessed with two parents who raised her in a loving, Christian home. "My childhood was filled with lots of laughs and lots





... of adventures (camping, road trips, etc.). I definitely get my sense of humor from my Dad, and I get my caring, compassionate side from my Mom," Denise said. "To say I am a lucky girl to have them is an understatement. They are the best role models ever."

In the community, Denise is co-chair of Act Now for Lubbock, a volunteer placement organization that partners churches in the area with local ministries/charities to provide support through volunteerism while also sharing the Gospel. For anyone interested in more information, contact Denise directly or visit www.ActNowLBK.com.

In her free time, Denise loves to garden. Denise also loves to travel—and it doesn't really matter the destination. "Beaches, mountains, anywhere—I just like an adventure. If it requires a passport, I get really excited because I know I'm about to immerse myself in another culture. But I also love exploring all over the U.S.," she said. "However, at the end of the adventure, I am always so happy to head back to Lubbock, Texas, my home!"

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Texas REALTORS®

United We Stand!

▶▶ letter from the president

By Teresa Smith, Lubbock Association of REALTORS®



The Lubbock Association of REALTORS® has long been a proponent of the Lubbock Area United Way. Here's a few facts about our long-standing relationship with this outstanding organization:

- Our own Tony Lloyd was the Chairman of the United Way fundraising campaign in 2019.
- For many years LAR was in the professional division of the campaign along with doctors, lawyers, accountants. Every year we surpassed these other sub-categories. As REALTORS® we know that's just "who we R!"
- Last year we were in the top ten for donations! That's a big deal!!
- All your donations to the United Way campaign are tax deductible.

This year our Association Executive, Cade Fowler, is celebrating 20 years of

service to LAR. I was so blessed to commemorate his work anniversary with a surprise breakfast in May. We also honored this special occasion with a video, flowers, and a small token of our appreciation at the May luncheon on May 20 which was the LAR campaign kickoff to our United Way fundraising drive.

The committee set a \$20 for 20 entry for members. To honor Cade for his 20 years of service to LAR, every \$20 donation will result in an entry for the prize drawings that will occur at the end of the year. This is a great opportunity to give to an outstanding organization, to honor the work that Cade tirelessly does for our Association, and to receive a charitable contribution.

Cade has worked alongside each United Way committee chair to make the yearly campaign successful. He gives his time to tour the partner agencies, provide history from past



Cade Fowler

campaign successes, and passionately believes in the United Way and what this organization accomplishes for our City.

The need is greater than ever since COVID affected so many households with unexpected expenses which range from additional medical bills, upgrade in internet services, and reduced or loss of income. As REALTORS® we were deemed essential and able to continue to work in our businesses. Please consider those who were so much less fortunate; the effects of COVID were widespread. Your donation can make those families lives a little less stressed as we all look forward to a post-pandemic recovery. Lucky me! I live in Lubbock where REALTORS® care and share!

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Tell us about your background. I am an only child and I grew up in Lubbock loving all things outdoors. I enjoy time at the lake, the beach, and especially the mountains. I have a young son named Kase that keeps me on my toes and makes me laugh everyday. I have a pitbull named Layla. Both of my parents had careers in sales and were very successful. They split when I was younger, but it was amicable and the best thing about it was I got to celebrate Christmas twice!

How many people does the company employ? Just myself. I might look into getting some admin help in the future, as I am getting quite busy!

How long has it been in business? I have been self-employed in insurance since 2009, but Tyler Stansell Health Solutions has been around since 2020.

What prompted you to work in this business? Describe what your company does. I actually fell into it. After I graduated from Texas Tech in 2009, I found an ad on Craigslist and went to an interview. I was with this company for about a year and a half and ended up parting ways; however, my love for sales and helping people with insurance did not go away. I found this company in 2012 and have been going since! I help underage and seniors with their health insurance needs. I can also provide ancillary products to supplemental health insurance like dental, vision, life, long-term care, etc.

Anything extraordinary/unique that your company does? While most insurance companies provide one product and push that on people, I decided to take a more open-minded approach so I can provide a number of different products. I pride myself in being a “one-stop shop.” I have learned over the years that what works for one family does not work for another. To provide only one option would be to do a disservice to my customers!

Given your business expertise and the nature of what you do, what advice (whether general or specific) can you offer to REALTORS? Stay busy! We are not much different. I have many many Realtor friends and clients. We all can appreciate “the grind.” It might start slow but it builds especially with a good work ethic. The key is to be consistent. Make your calls, get your referrals, network with other business professionals, advertise, get used to being uncomfortable and thinking outside the box, and differentiate yourself from others. Also, both industries have waves, so while you may not always be UP, you most certainly will never stay DOWN. When you are riding the wave, ride it all the way to the shore! It seems time and time again, you get a sort of momentum going and you want to take advantage of that!

How did you decide on this industry (events that led up to where you are now, where you went to school, etc.)? Like I mentioned earlier, it was rather a stroke of luck. I had no idea the position I was applying for was sales initially. It came quite naturally to me though. I got a business degree at Texas Tech, and I use aspects of that in my career all the time. It helps with math and I think more than anything my public

We all can appreciate “the grind.” It might start slow but it builds especially with a good work ethic. The key is to be consistent.

speaking course has helped me be able to talk to strangers and be comfortable around them. Body language is huge in this industry and you want your client to be as comfortable as possible so they trust you.

If you had one piece of advice to someone just starting out, what would it be? I have two I like a lot that helped me. Take advantage of every opportunity to learn that you can. I do continued education every two years and every year I take FFM/AHIP/ MA/PD certification and a number of others. I like to know about all the different policies in effect with each presidency and it helps having knowledge on different companies and products so you can explain the differences and pros and cons to your clients. Second and maybe more important: Get comfortable being uncomfortable! Do what others don’t so you can be what others won’t. Most people won’t walk into a business and talk to the owner to ask about insurance. This was quite uncomfortable for me in the beginning but it helped out immensely with my career. Join a network group, take a public speaking class. Invest in yourself. Put your ad in a magazine or on a billboard. All these things might be unusual or uncustomary for some but they will be beneficial in the long run!

Does your company help the community? I have given a number of talks to high school students to give them professional advice. I like letting them

know what they can do or be with the proper work ethic. I also donate to the Salvation Army and Goodwill regularly.

What are your responsibilities as the business owner? I am an insurance agent by label but I consider myself an insurance advisor more accurately. My duties are to provide adequate information to individuals/families so they have the knowledge to pick a plan to help their family with their insurance woes. Occasionally I will not be able to help someone, but hopefully I have at least taught them something beneficial and helped clear up any muddy waters.

What are your company’s goals? At Tyler Stansell Health Solutions the goal is rather simple. Help or attempt to help any and everyone that is frustrated with their current insurance predicament or lack of insurance. In the future I might expand and bring more sales people on board but for the time being I like how things are going.

To what do you attribute your success? My mother is the hardest working person I know. She has been retired for 10 years and still does manual labor at estate sales to stay busy. From moving furniture and throwing trash away to organizing attics. There is no quit in her! I admired that about her growing up and promised myself if I had the opportunity to do something I love and become financially independent I would apply the same mentality.

Where did you grow up? I grew up in Lubbock, Texas.

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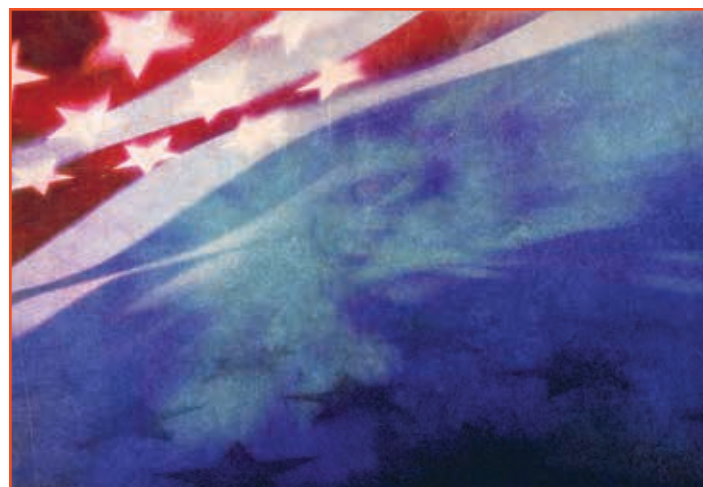
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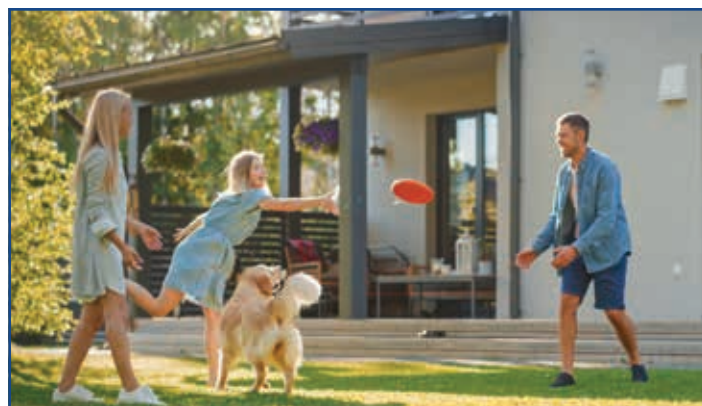
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